IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A computer-implemented method comprising:

receiving a product attribute <u>having a subjective value</u> and a product cost corresponding to a product from a vendor via a communications network;

determining a sale price for said product utilizing said product cost;

determining a competitive price for said product utilizing said product attribute;

comparing said sale price to said competitive price; and

automatically displaying said product for sale on a website at said sale price in response to said comparison.

Claim 2 (Original): The method as set forth in claim 1, wherein determining a sale price for said product utilizing said product cost comprises applying a sale price modification factor to said product cost, wherein said sale price modification factor is selected based upon said product cost.

Claim 3 (Original): The method as set forth in claim 1, wherein said product comprises a gemstone and determining a competitive price for said product utilizing said product attribute comprises:

defining a cut grade for said gemstone in response to receiving said product attribute; and

determining a competitive price for said gemstone utilizing said cut grade.

Claim 4 (Original): The method as set forth in claim 3, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight,

defining a cut grade for said gemstone in response to receiving said product attribute comprises defining a cut grade for said gemstone utilizing said cut characteristic, and

determining a competitive price for said product utilizing said product attribute further comprises:

determining a first price for said gemstone utilizing said first plurality of product attributes; and

determining a second price for said gemstone utilizing said first price and said cut grade.

Claim 5 (Original): The method as set forth in claim 4, wherein receiving a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight comprises receiving a cut characteristic selected from the group consisting of: a shape, a depth percentage, a pavilion depth, a table percentage, a table size, a crown percentage, a crown angle, a pavilion angle, a culet size, a girdle thickness, a faceting style, and a length-to-width ratio.

Claim 6 (Original): The method as set forth in claim 4, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a second plurality of product attributes including a polish grading, a symmetry grading, a fluorescence grading, and a lab certification identifier, and

determining a competitive price for said product utilizing said product attribute

further comprises determining a competitive price for said gemstone utilizing said second

price and said second plurality of product attributes.

Claim 7 (Original): The method as set forth in claim 6, wherein determining a

competitive price for said gemstone utilizing said second price and said second plurality of

product attributes comprises:

defining a competitive price modification factor for one of said second plurality of

product attributes utilizing said first plurality of product attributes; and

determining a competitive price for said gemstone utilizing said second price and said

competitive price modification factor.

Claim 8 (Original): The method as set forth in claim 4, wherein said gemstone

comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and

defining a cut grade for said gemstone utilizing said cut characteristic comprises defining a

cut grade for said gemstone utilizing said length-to-width ratio.

Claim 9 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

defining a range of price values utilizing said competitive price; and

determining whether said sale price is within said range of price values;

and further wherein automatically displaying said product for sale on a website at said

sale price in response to said comparison comprises displaying said product for sale on said

website in response to a determination that said sale price is within said range of price values.

7

Claim 10 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

calculating a difference between said competitive price and said sale price;

and further wherein automatically displaying said product for sale on a website at said

sale price in response to said comparison comprises:

comparing said difference between said competitive price and said sale price

to a predefined threshold; and

displaying said product for sale on said website in response to a determination

that said difference is less than or equal to said predefined threshold.

Claim 11 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

calculating a ratio of said sale price to said competitive price;

and further wherein automatically displaying said product for sale on a website at said

sale price in response to said comparison comprises:

comparing said ratio of said sale price to said competitive price to a predefined

threshold; and

displaying said product for sale on said website in response to a determination

that said difference is less than or equal to said predefined threshold.

Claim 12 (Currently Amended): A machine-readable medium having a plurality of

machine-executable instructions embodied therein which when executed by a machine, cause

said machine to perform a method comprising:

receiving a product attribute having a subjective value and a product cost

corresponding to a product from a vendor via a communications network;

determining a sale price for said product utilizing said product cost;

determining a competitive price for said product utilizing said product attribute;

comparing said sale price to said competitive price; and

automatically displaying said product for sale on a website at said sale price in

response to said comparison.

Claim 13 (Original): The machine-readable medium as set forth in claim 12, wherein

determining a sale price for said product utilizing said product cost comprises applying a sale

price modification factor to said product cost, wherein said sale price modification factor is

selected based upon said product cost.

Claim 14 (Original): The machine-readable medium as set forth in claim 12, wherein

said product comprises a gemstone and determining a competitive price for said product

utilizing said product attribute comprises:

defining a cut grade for said gemstone in response to receiving said product attribute;

and

determining a competitive price for said gemstone utilizing said cut grade.

Claim 15 (Original): The machine-readable medium as set forth in claim 14,

wherein:

receiving said product attribute and said product cost corresponding to said product

further comprises receiving a cut characteristic and a first plurality of product attributes

including a shape, a color grading, a clarity grading, and a weight,

defining a cut grade for said gemstone in response to receiving said product attribute

comprises defining a cut grade for said gemstone utilizing said cut characteristic, and

determining a competitive price for said product utilizing said product attribute

further comprises:

determining a first price for said gemstone utilizing said first plurality of

product attributes; and

determining a second price for said gemstone utilizing said first price and said

cut grade.

Claim 16 (Original): The machine-readable medium as set forth in claim 15, wherein

receiving a cut characteristic and a first plurality of product attributes including a shape, a

color grading, a clarity grading, and a weight comprises receiving a cut characteristic selected

from the group consisting of: a shape, a depth percentage, a pavilion depth, a table

percentage, a table size, a crown percentage, a crown angle, a pavilion angle, a culet size, a

girdle thickness, a faceting style, and a length-to-width ratio.

Claim 17 (Original): The machine-readable medium as set forth in claim 15,

wherein:

receiving said product attribute and said product cost corresponding to said product

further comprises receiving a second plurality of product attributes including a polish

grading, a symmetry grading, a fluorescence grading, and a lab certification identifier, and

determining a competitive price for said product utilizing said product attribute

further comprises determining a competitive price for said gemstone utilizing said second

price and said second plurality of product attributes.

Claim 18 (Original): The machine-readable medium as set forth in claim 17, wherein determining a competitive price for said gemstone utilizing said second price and said second plurality of product attributes comprises:

defining a competitive price modification factor for one of said second plurality of product attributes utilizing said first plurality of product attributes; and

determining a competitive price for said gemstone utilizing said second price and said competitive price modification factor.

Claim 19 (Original): The machine-readable medium as set forth in claim 15, wherein said gemstone comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut grade for said gemstone utilizing said cut characteristic comprises defining a cut grade for said gemstone utilizing said length-to-width ratio.

Claim 20 (Original): The machine-readable medium as set forth in claim 12, wherein:

comparing said sale price to said competitive price comprises:

defining a range of price values utilizing said competitive price; and

determining whether said sale price is within said range of price values;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises displaying said product for sale on said website in response to a determination that said sale price is within said range of price values.

Claim 21 (Original): The machine-readable medium as set forth in claim 12, wherein:

comparing said sale price to said competitive price comprises:

calculating a difference between said competitive price and said sale price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said difference between said competitive price and said sale price to a predefined threshold; and

displaying said product for sale on said website in response to a determination that said difference is less than or equal to said predefined threshold.

Claim 22 (Original): The machine-readable medium as set forth in claim 12, wherein:

comparing said sale price to said competitive price comprises:

calculating a ratio of said sale price to said competitive price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said ratio of said sale price to said competitive price to a predefined threshold; and

displaying said product for sale on said website in response to a determination that said difference is less than or equal to said predefined threshold.

Claim 23 (Currently Amended): A data processing system comprising:

a storage device to receive a product attribute having a subsetive valve and a product cost corresponding to a product from a vendor via a communications network;

a processor to determine a sale price for said product utilizing said product cost

and a competitive price for said product utilizing said product attribute and to compare said sale price to said competitive price; and

a display device to automatically display said product for sale on a website at said sale price in response to said comparison.

Claim 24 (Original): The data processing system as set forth in claim 23, wherein said product comprises a gemstone and said processor to determine a competitive price for said product utilizing said product attribute comprises a processor to define a cut grade for said gemstone utilizing said product attribute, and to determine a competitive price for said product utilizing said cut grade.

Claim 25 (Original): The data processing system as set forth in claim 24, wherein:

said storage device to receive a product attribute and a product cost corresponding to a product from a vendor via a communications network comprises a storage device to receive a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight;

said processor to define a cut grade for said gemstone utilizing said product attribute comprises a processor to define a cut grade for said gemstone utilizing said cut characteristic; and

said processor to determine a competitive price for said product utilizing said product attribute further comprises a processor to determine a first price for said gemstone utilizing said first plurality of product attributes and to determine a second price for said gemstone utilizing said first price and said cut grade.

Claim 26 (Original): The data processing system as set forth in claim 25, wherein said gemstone comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and said processor to define a cut grade for said gemstone utilizing said cut

13

characteristic comprises a processor to define a cut grade for said gemstone utilizing said

length-to-width ratio.

BASIS FOR THE AMENDMENT

Claims 1-26 are active in the present application. Independent Claims 1, 12 and 23 have been amended to state that the product attribute is one that has subjective value. Support for the amendment is found, for example, in paragraph [0037]. The specification has been amended in paragraphs [0018] and [0019] to identify the input/output controller with reference no. 142. Support for the amendment is found in several places, for example, paragraph [0019]. The Abstract has been amended for matters of form. No new matter is added.